

RJ REYNOLDS

TOBACCO COMPANY

cc: Dave Spencer

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 26, 1998

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Christine:

Based on conversations with Herb Battle (RJR) and Dave Spencer (Manchester) this date, additional DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with **36** 15-Pack Carton Kits, Item #535805, to pack and ship this promotion to participating retail accounts on the attached **revised** Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits. Product listed below is in addition to product which was ordered for arrival January 6, 1998 (see attached copy) due to updated Customer List.

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	1
Lt 100	12300-24865	6
Men Lt 100	12300-24868	1
FF	12300-24869	2 ①
FF 100	12300-24866	6
Ult Lt 100	12300-24870	2

Advised by RJR Order Dept that
one case removed from order
as 'damaged' product on
1/23/98.

Displays (Item #535805)

SKU CUBE:

0.9982

SKU WT (w/o Product):

2.4900 lbs

Retail Sales Offer per Sku:

10 units

Billing per Sku:

10 Savings Cartons

Product / Display Arrival:

January 27, 1998

Ship Date to Retail:

As soon as possible after arrival

EFT \$ Amount:

~~\$2,148.75~~ \$2,567.71

51844 8664

603-625-5148

51844 86641A

\$7.50 15-Pack
MANCHESTER TOBACCO

Promotion Description:

Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$252.00 (9 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: H. Battle

L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-7500FF.DOC

51844 8665

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 20, 1998

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Christine:

Based on conversations with Herb Battle (RJR) and Dave Spencer (Manchester) this date ⁽³⁶⁾ additional DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with ~~32~~ 15-Pack Carton Kits, Item #535805, to pack and ship this promotion to participating retail accounts on the attached **revised** Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits. Product listed below is in addition to product which was ordered for arrival January 6, 1998 (see attached copy) due to updated Customer List.

8020-
12/3

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	1
Lt 100	12300-24865	6
Men Lt 100	12300-24868	1
FF	12300-24869	2 (1) ←
FF 100	12300-24866	5
Ult Lt 100	12300-24870	2

Displays (Item #535805)

SKU CUBE:

0.9982

SKU WT (w/o Product):

2.4900 lbs

Retail Sales Offer per Sku:

10 units

Billing per Sku:

10 Savings Cartons

Product / Display Arrival:

January 27, 1998

Ship Date to Retail:

As soon as possible after arrival

EFT \$ Amount:

~~\$2,718.75~~ \$2567.71

Herb - Order (Reft) called today (1/22) to advise this order contained one case of 'damaged' prod. New Amt. Please advise acct.
Judy

51844 8666

PROMOTION #800007: DORAL \$7.50 OFF 15-PACKS**CUSTOMER LIST****SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED****ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:****ONE 15-PK CARTON EACH (DORAL LT/ LT MEN 100/ FF/ ULT LT 100); AND
THREE 15-PK CARTONS EACH (LT 100/ FF 100)**#/ CARTONS PER STYLE
D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT 15	LT 100 45	LT MN 15	FF 15	FF 100 45	ULT LT 15	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
163807	755792	CORNER MARKET	201/2 WALKER STREET	CONCORD	NH		15	45	15	15	45	15	396640	MANCHESTER TOBACCO	429155
112206	408128	CENTER ST TEXACO	ROUTE 101	RAYMOND	NH		15	45	15	15	45	15	396640	MANCHESTER TOBACCO	524488
112208	226118	WAGON WHEEL CONV	ROUTE 11	FARMINGTON	NH		15	75	15	30	75	30	396640	MANCHESTER TOBACCO	918441
112204	579113	DISC BEV & CIG	ROUTE 302	N CONWAY	NH		15	75	15	30	75	30	396640	MANCHESTER TOBACCO	0
REVISED						10	CASE TOTALS: 2/8/2/3/8/3								

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

1ST QTR. '98

January DORAL \$7.50/15 PK

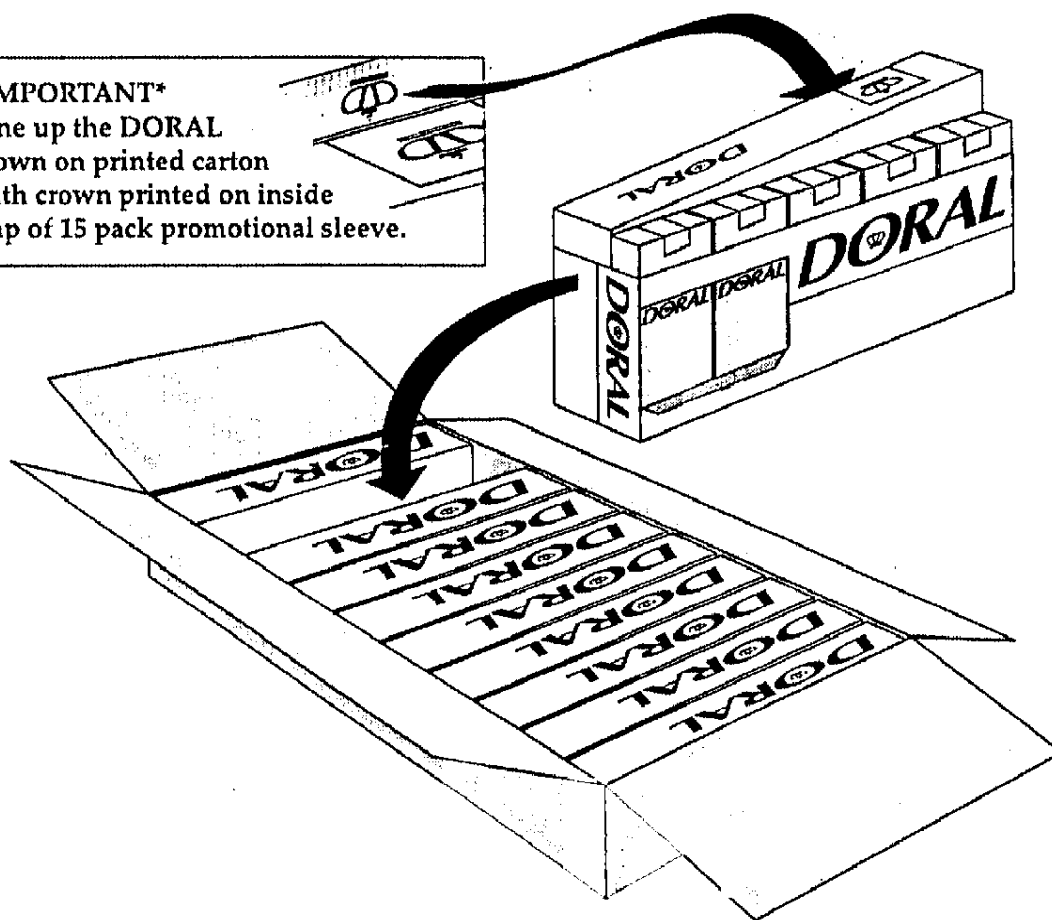
(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL \$7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.

IMPORTANT

Line up the DORAL crown on printed carton with crown printed on inside flap of 15 pack promotional sleeve.



51844 8668

Item: # 535805

Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Case 10 Carton Brand Mix in Display					

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Christine:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with **16** 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL .50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	1
Lt 100	12300-24865	2
Men Lt 100	12300-24868	1
FF	12300-24869	1
FF 100	12300-24866	2
Ult Lt 100	12300-24870	1

Displays (Item #535805)

SKU CUBE: 0.9982
SKU WT (w/o Product): 2.4900 lbs
Retail Sales Offer per Sku: 10 units

Billing per Sku: 10 Savings Cartons

Product / Display Arrival: January 6, 1998

Ship Date to Retail: Week of: January 19, 1998

EFT \$ Amount: \$1,208.34

51844 8669

\$7.50 15-Pack
MANCHESTER TOBACCO

Promotion Description:

Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

**Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100**

**SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$36.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: H. Battle
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-750OFF.DOC

51844 8670

PROMOTION #800007: DORAL \$7.50 OFF 15-PACKS**CUSTOMER LIST**

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:

ONE 15-PK CARTON EACH (DORAL LT/ LT MEN 100/ FF/ ULT LT 100); AND

THREE 15-PK CARTONS EACH (LT 100/ FF 100)

#/ CARTONS PER STYLE

D O R A L

WALKER TOBACCO CO. (535805)							LT	LT	LT	FF	FF	ULT	VAP DIRECT ACCT		DIR ACCT
SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	100	MN	100	100	100	100	VAP SIS#	NAME	SUPPLIER #
163807	755792	CORNER MARKET	201/2 WALKER STREET	CONCORD	NH		30	60	30	30	60	30	396640	MANCHESTER TOBACCO	429155
16													CASE TOTALS: 1/2/1/1/2/1		

+36 60 240 60 90 240 90
 15 45 15 15 45 15
 15 45 15 15 45 15
 15 45 15 15 45 15
 15 45 15 15 45 15
 15 45 15 15 45 15

\$2718.75

2/10/98

✓ 15 45 15 15 45 15
 ✓ 15 45 15 15 45 15
 ✓ 15 75 15 30 75 30
 ✓ 15 75 15 30 75 30

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

TRANSMIT CONFIRMATION REPORT

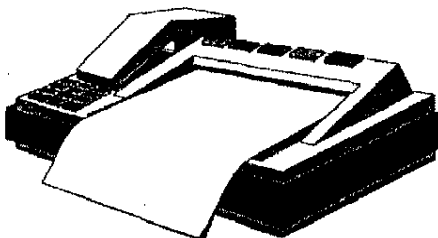
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RESULT	:	OK	

51844 8672

~~603-881-3515~~
603-625-5148

J. CAMPBELL
R. J. REYNOLDS TOBACCO CO.
(716) 634-4179
FAX (716) 634-3150

SENDING A FAX!!



DATE: 1-20-98

TO: Dave Spencer

NUMBER OF PAGES (INCLUDING COVER PAGE) 7

COMMENTS: Revised customer list &
additional prod order - Any
Questions, please call.
Judy

51844 8673

TRANSMIT CONFIRMATION REPORT

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51844 8674

TRANSMIT CONFIRMATION REPORT

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51844 8675